

Announcing

A Valuable New Concept in Secretarial Self-Training

... a new, continuing instruction course that will give you new abilities to handle your job, more confidence in yourself and higher skills to meet the demands of your profession ...

the Secretary's Workshop

Dear Secretary:

In just three weeks, The Bureau of Business Practice will release the most complete training program yet devised for your profession.

"THE SECRETARY'S WORKSHOP"

Here, at last, is a training program that covers every aspect of your work. It was designed, tested and proved by five of the foremost secretarial experts in the country. No conscientious secretary with the desire to better herself can afford to pass it up.

This series of 12 monthly portfolios, each including lessons on all the important phases of secretarial work, has one main purpose . . . to vastly upgrade your business knowledge and skills and thus enhance your value as a secretary and executive assistant.

Consider what it will mean to you month after month, as you gain new abilities, new skills, add greater accuracy and speed to your old skills, discover new methods for greater efficiency in each of these essential subjects:

* Dictation - Transcription - Gain Greater Speed and Accuracy . . .

Throughout the year, the WORKSHOP lessons offer you over two dozen methods for building and improving

your dictation techniques plus rules for transcribing faster and more expertly. Style and format rules will bring greater skill and precision to your work.

* Correspondence - Handle All Basic Correspondence . . .

The WORKSHOP's lessons on letter writing will spotlight 25 new methods of composition.

They will enable you to take over your boss's routine correspondence

chores. You are taught to compose a correct letter for every occasion. You will learn the importance of opening and closing paragraphs and what each should contain. In just a few months, you will be able to handle any letter that comes into the office.

* Business Vocabulary - Acquire a New Mastery
of the Words You Use
Every Day . . .

The monthly WORKSHOP lessons will give you 14 basic rules to follow for spelling those tricky

words that cause repeated trips to the dictionary. It will add to your writing vocabulary by offering new words and spellings for overworked words and trite phrases. It will give you a special guide to follow in spelling and pronouncing unfamiliar or difficult words.

* Office Grammar - Erase Old Doubts
About Grammatical
Errors . . .

There will be special lessons on the correct usage of titles and abbreviations. The WORKSHOP pinpoints 26 of the most common

grammatical errors made in business offices and correspondence. It gives you infallible rules to follow for correct usage every time. Rules of punctuation will also be taught. You will be sure when to "enclose in quotation marks," underline and CAPITALIZE.

* Business Math - Made Simple and
Easy for You . . .

You will be taught to accurately compile and compute your statistical data, figure percentages,

etc. The WORKSHOP will smooth out your involved financial reports and audits through short cuts and special formulas. You will even learn how to help your boss with his difficult tax problems. Specific lessons on the fundamentals of Bookkeeping will enable you to produce neat, concise and effective logbooks and records.

* Speed Reading - Increase Your Out-
put and Efficiency by
Faster Reading Habits . . .

Much of your work will be reduced by the special Speed Reading course offered in the WORKSHOP. You will

be taught the art of reading faster with greater comprehension. You will learn the tricks of picking out the most important material without getting bogged down by a lot of unnecessary details. There will be eight special rules for helping you retain what you have read.

* General Office Procedures - Gain Confidence
in Phone Calls -
Basic Business . . .

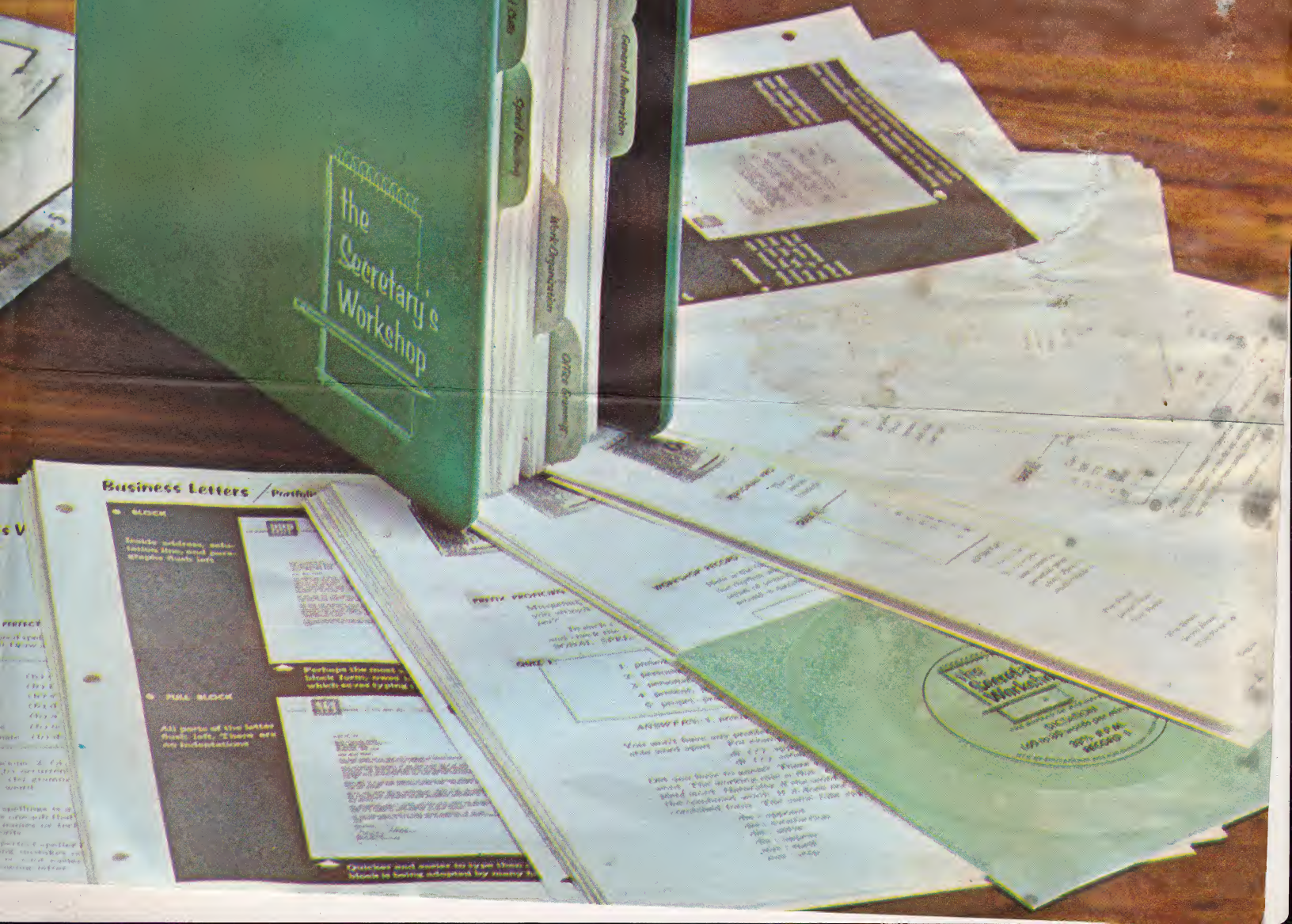
When you finish the WORKSHOP's lessons on basic business, you will be able to handle any

caller with ease, make telephone arrangements for important business trips, arrange conferences and eliminate common telephone errors. The WORKSHOP teaches you how and when to order materials at the best prices, how to smooth the ruffled feathers of a complaining customer, how to expedite orders and how to conserve profits by cutting costs and eliminating waste.

the Secretary's Workshop

12 Important Self-Instructional Lessons That Cover Most Critical Areas of Your Job

- * Increases Dictation Skills
- * Builds Your Vocabulary
- * Makes Math Simple
- * Boosts Reading Speed
- * Correspondence Made Easy
- * Gives Confidence in Every Task



The WORKSHOP also describes 13 sensational ways of keeping yourself and your boss "on the ball," knowing where he is at all times, keeping his desk and his work organized and being the efficient assistant he needs.

Each monthly program is a complete workbook, designed for quick reference with no extra expense for books, materials, or pads. There is ample space provided at the end of each section for you to work lessons, take tests just practice.

Every issue of the SECRETARY'S WORKSHOP stands by itself as a complete training session in secretarial skills. Each subject is followed by a self-test that enables you to be certain you have mastered the material. There may be as many as eight tests in one section with the answers listed on the back for easy correction.

To compare the SECRETARY'S WORKSHOP to any other method of secretarial training. It is a continuing program that stays on top of new developments and brings them to you just as soon as they're tested and proven ready. Each time you complete a lesson, you've mastered a new technique. The WORKSHOP builds on your experiences every single month.

THE SECRETARY'S WORKSHOP gives you a new start, a new career that will win you greater responsibility, boost your earning power and turn you into a dependable executive assistant.

Now, you will receive the WORKSHOP for only \$1 a month, plus postage and handling. THE SECRETARY'S WORKSHOP goes into the mail in three weeks, so I urge you to return the enclosed card today. You don't want to miss a single lesson.

Sincerely yours,

David M. Atwood

David M. Atwood

G/SW/A

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Please begin my one-year subscription to THE SECRETARY'S WORKSHOP, the new, continuing secretarial instruction course. It comes to me once every month at the low cost of just \$1 per month, plus a few cents postage and handling.

BUREAU OF BUSINESS PRACTICE
Waterford, Connecticut

THIS CARD BRINGS YOU "THE SECRETARY'S WORKSHOP," THE MOST VALUABLE NEW CONCEPT IN SECRETARIAL SELF-TRAINING.

Name _____
Firm _____
Address _____
City _____ Zip _____ State _____

